**Iris Feng**

**Fast Food Nation Ch. 5**

**Schlossen convinces Americans about the unhealthiness of fast food and especially processed food by exposing the exclusive food production. He uses personal experience, facts, imagery, and parallelism to convey his purpose.**

**He visits International Flavors & Fragrances (IFF), the world’s largest flavor company and compares its mysterious and exclusive atmosphere to Willy Wonka’s chocolate factory. The secret chemicals and magical potions attract the audience curiosity on what they do to food. Schlossen reveals that companies use food coloring to create “healthy” food because human beings rely on visual cues to determine what is edible. He proves his claim by listing the ingredients (more than 50) in a typical artificial strawberry flavor: “amyl acetate, amyl butyrate…butter…oil”. The parallelism disgusts the audience as they discover billions of unknown chemicals they consume on a daily basis. Schlossen also sarcastically criticizes that “calling any of these flavors ‘natural’ requires a flexible attitude toward the English language and a fair amount of irony” and thus warns consumers about the hidden dark message behind food labels. The Food and Drug Administration doesn’t require flavor companies to disclose the ingredients which raise concerns and skepticism among Americans on what goes in their food.**

**Any flavor is possible. Schlossen smells fresh cherries, black olives, and shrimp, but all he sees is “just a narrow strip of white paper” when he opens his eyes. He also provides step by step flavoring process. The smoke flavor is created “by charring sawdust and capturing the aroma chemicals released into the air…then captured in water…then bottled.” The first account insight creates a realistic imagery on what is in a barbeque chip. Schlossen reveals the dark food production and the disgusting factors that make the flavors which attract consumer’s appetite.**